



SANTA GERTRUDIS

USA

APRIL 2017 | VOLUME 20, NUMBER 4

2017 NATIONAL SHOW

DIXIE NATIONAL
LIVESTOCK SHOW
JACKSON, MISSISSIPPI



Santa Gertrudis



The Preferred American
Beef Breed

MASTERPIECE

2017 NATIONAL CHAMPION 101



MASTERPIECE 101

(Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in the future for Masterpiece. Now is your chance to use one of the most powerful bulls in the breed!

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SEMEN \$50/STRAW

10 Straw Minimum

Sexed & Exportable
Semen Available Soon!

Contact Darren Richmond

Semen available for pickup at the

CRIMSON CLASSIC SALE
April 29, 2017 • Cullman, AL



Thank you to these progressive breeders who have invested in Masterpiece 101:

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Gray Oaks Farm, Russellville, Ala.	Windcrest Farm, Leitchfield, Ky.	Excell Santa Gertrudis, Santa Fe, Texas
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Tinney Farms

Manager: Arlin Taylor
256-507-3838
arlin.taylor@bhamfast.com



Circle A Farm & A/R Marketing & Promotion
David & Elaine Alderson • 931-682-2527
Darren Richmond • 423-364-9281
djrichmd@gmail.com

**777
FARMS**

Chad & Jamie Daniel
870-904-3070 • triple7farms@gmail.com

A LEGACY OF CHAMPIONS



Thank you Alderson/Richmond for exhibiting Ariana to her highest potential!



High Roller Sexed & Conventional Semen Available

MISS 777 ARIANA

HIGH ROLLER DAUGHTER

- 2017 National Champion Female
- 2016-2017 SGBI High Point Female
- 2016-2017 SGBI High Point Polled Female
- 8-Time Grand Champion Female
- **Breeder:** 777 Farms
- **Sire:** 2013 National Champion Bull SJ High Roller. High Roller also sired the 2017 National Champion Get of Sire.
- **Dam:** Gray Oaks 901

WE THANK OUR RECENT BUYERS



International Super Sale

Myers Cattle & Land Corp., Navasota, Texas, for their purchase of Miss 777 Rhianna (left).
Quail Valley Farm, Oneonta, Ala. and Red Doc Farm, Belen, N.M.

Premier Cowtown Elite Sale

Karli Buggs, Carthage, Mo.
Myers Cattle & Land Corp., Navasota, Texas



Banners & Buckles Sale

M Rock Farm, Texarkana, Texas
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FARMS**
MAGNOLIA, AR

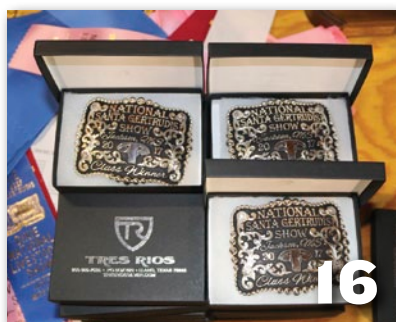
SANTA GERTRUDIS USA

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ON THE COVER

Santa Gertrudis National Champions were named Feb. 11, 2017, at the Dixie National Livestock Show in Jackson, Miss. Photo by Jill Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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CHAMPION POLLED SANTA GERTRUDIS CATTLE 50 YEARS OF POLLED GENETICS

44th ANNUAL

BREEDERS OF THE CAROLINAS SALE

May 13, 2017 • 11:00 a.m

Chester Livestock Exchange, Chester, S.C.

*These
Champions Sell!*



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SELLS!**

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Grand Champion Bull at the South Carolina State Fair and
Reserve Grand Champion at the Florida State Fair.

**MISS MASSIVE MT GRIZZLY
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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

(361) 592-9357 | jford@santagertrudis.com

As I write this edition of Ramblings, the association's fiscal year is ending and the 2017 Annual Membership Meeting is on the horizon. Each year I prepare for the membership meeting by reviewing the association's overall performance, studying registration trends and scrutinizing the organization's finances. I also try to analyze the industry and relate my findings to our association and SGBI's vision for the future. Stepping back and taking a big-picture view of the beef industry, I see a growing demand for technological advancements that validate animal performance and enhance marketing opportunities. Focusing on the seed-stock sector, I see breed associations concentrating more and more on the commercial demands of calving ease, adequate growth and acceptable carcass quality. I also see associations developing and offering their members the tools needed to identify demanded traits. Of course, profitability is an expectation for all industry members. Where does SGBI fit into the industry's big-picture view and how do we stack up against our competition?

SGBI continues to position the organization and its members to meet the challenges of an ever-changing beef industry. Our association was the first Bos indicus-influenced breed to offer Genomic Enhanced-Expected Progeny Differences (EPDs) and currently stores or has access to more than 7,000 performance-validating DNA samples. The inclusion of DNA into SGBI's genetic evaluation offers an exciting and powerful tool to increase the rate of genetic gain by increasing the accuracy of EPDs, particularly of young animals, and by reducing the generation interval if younger sires are used more heavily. However, genotyping animals does not replace the need for data collection. DNA samples simply complement data collection and put the collected data to better use in building performance-

verifying EPDs. Over the past four-year period, more and more members have been sharing data with the association, including weights, ultrasound information and gain test data. In the past four years, the number of records collected on non-parent animals has increased by a very pleasing 64 percent.

Being the first Bos indicus-influenced breed to adopt genomic-enhanced cutting-edge technology and the first beef breed to implement a relationship model incorporating DNA into the association's genetic evaluation does not mean our association is through reviewing, adopting and implementing the technology that will advance the positive attributes of our breed. To remain competitive and viable, we

must continue utilizing genetic technology, supported by the collection and submission of sound data in order to identify industry-demanded genetics and develop selection tools that have a focus on profitability for all members of the beef production chain. Industry members recognize that SGBI has been on the forefront of implementing scientific advancements, and it is gratifying to know the beef community has taken notice of SGBI's members' efforts.

However, I think most will agree that, as an association, we must do a better job utilizing the advancements made in validating performance to strengthen and enhance marketing opportunities for operations utilizing Santa Gertrudis genetics in their breeding programs. I have often said it is not a breed association's job to market cattle for its members, but it is a breed association's job to build a market for its members' cattle. SGBI is a breed association focused on profitability and we have the tools to identify valuable genetics and validate profitable performance. Let's build on our recent successes and better utilize data and information, validated by the association's dependable genetic evaluation, to build market share and expand our industry presence. 🐾

Santa Gertrudis are DATA DRIVEN and PROFIT PROVEN.

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. I am trying to register an artificial insemination calf and the computer system will not allow me to proceed; what is the issue?

A. Artificial insemination (AI) offers a way to access proven genetics or exciting new genetics that otherwise would be unavailable to many producers. Recently, there has been an increase in the number of SGBI members utilizing this technology as well as in the quantity and quality of Santa Gertrudis bulls being collected and offered. SGBI members collecting and marketing semen need to keep in mind that the association does require that a DNA sample be on file before a calf can be registered to an AI sire.

Rule 7. DNA Whenever the eligibility for registration of an animal is in doubt because of uncertain or unknown parentage, the owner plans to sell semen from a bull or flush a donor cow, the DNA must be on file with SGBI.

This is not a new requirement, but has been a rule of the association for well over a decade. Offering AI sires capable of producing curve-bending performance genetics or the next show ring champion allows rapid changes to be made in the breed. However, before semen is marketed from a breed-changing sire and the offspring registered, DNA must be on file with SGBI. 🐾

CAROLINA CORNER

44th ANNUAL BREEDERS OF THE CAROLINAS SALE

May 13, 2017 • 11:00 a.m.
Chester Livestock Exchange, Chester, S.C.

PUREBRED ENTRIES

Bulls, Pairs, 3-in-1s, Bred Cows
and Heifers, Open Heifers

COMMERCIAL ENTRIES

Pairs, Open Heifers and Bred Heifers
with Santa Gertrudis Influence

The Annual Meeting of the Santa Gertrudis Breeders
of the Carolinas will take place at the sale facility
beginning at 6:00 p.m. Friday night, May 12. Dinner will
be served for members and potential buyers at 6:30 p.m.

AUCTIONEER

E. B. Harris

LOCATION

Chester Livestock Exchange
2531 Lancaster Hwy.
Chester, S.C.

SALE CONSULTANT

Bill Lundberg

SALE COMMITTEE

Lane Livengood (336) 476-5183
Michael Hadley (336) 214-0281
Scott Sherrill, President
(404) 402-5601

ULTRASOUND DATA COLLECTION DAY

March 24, 2017 • 11:00 a.m.

For more information, please visit
our website at:

www.sgbreedersofthecarolinas.com

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Carlyle Sherrill (Scott and Colt)

Mount Ulla, NC 28125

(704) 278-2196 • (704) 633-5723

carlyle@sherrillcameron.com

JS

LOU AL TUCK FARMS

Great Falls, S.C.

Al Jackson: 803.984.0704 • AJackson@pike.com

T.A. Jackson: 803.482.2283

LA

Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:

contact Scott Sherrill, President

(404) 402-5601



PRESIDENT'S LETTER

By Yancey Strait

(972) 841-0989 | yancey_strait@yahoo.com

Fellow Santa Gertrudis Breeders,

I certainly appreciate the opportunity to serve as president of Santa Gertrudis Breeders International. I would like to thank Wes McDaniel and the 2016-2017 Board of Directors for their leadership. I believe that it is a great time to be involved with this beef cattle association.

SGBI has taken very important steps to strengthen our association and cattle, but the race to firmly establish our future in the beef industry is a marathon, not a sprint. As an association and as breeders, we must remain innovative and progressive. With that said, I spend a great deal of time thinking about how to improve our cattle. Consistency is something that comes to mind. I think consistency is the key to marketing any product, whether you are a restaurant owner, construction contractor or cattle breeder. A consistent product becomes more important as our competitors in the beef industry continue to raise the bar.

How might we provide a higher-quality product on a more consistent basis? I have come to realize that there are no shortcuts in consistently raising quality cattle, but I know we can make great strides in one generation. I believe that the easiest way to improve our cattle is to use the best possible sire in our herds (natural service or artificial insemination). If we choose to use a better herd sire, generation after generation we will improve the consistency at which we are able to provide a high-quality product. I realize that we all have different goals for our individual herds – some place more emphasis on performance and some of us focus more on the show ring, while others seek to raise replacement females. Regardless of what we emphasize, we can all contribute to the improvement of our breed. Through a collaboration of efforts, we can produce cattle with a strong phenotype that perform in the pasture, with longevity and strong maternal traits, which also gain efficiently in the feedlot and grade on the rail. I encourage each of you to seek continual improvement in your herds.

I look forward to working with you this year. 🐾

GERTS ★ GUITARS ★ GOALS

Leaders in the Music City

The excitement is growing among National Santa Gertrudis Junior Association (NSGJA) members eagerly waiting to register for Gerts Ongoing Advanced Leadership Summit (GOALS). This year, Gerts, Guitars and GOALS – Leaders in the Music City leadership conference will take place July 23-27 in Nashville, Tenn.

Every other summer, some 50 NSGJA members make a positive decision and choose to attend our breed association's leadership program. With so many diverse and wonderful summer opportunities, it can be difficult to select which activities to participate in. Please give the GOALS leadership program real consideration as you plan your summer. Leadership transcends the boundaries of activities such as cheerleading, soccer and even showing cattle.

This year, our featured leadership facilitator will be Rhett Laubach, founder of Your Next Speaker. Laubach is a phenomenal leadership teacher and motivator who has the true gift of connecting with each and every participant. I encourage all NJSJA members to register for GOALS 2017 and join us in Nashville. You'll be glad you did!

Registration information will be available on the SGBI website in early May. For more information, call Judy McDaniel, (404) 225-5177. 🐾

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SANTA GERTRUDIS DISTRICT VI BREEDERS



SUCCESS TAKES DETERMINATION

Maggie 73/15



Shown by Karli Buggs, Carthage, Mo.

**2016 OKLAHOMA
STATE FAIR**

**Grand Champion Female
Best of Polled Female**

**2017 NATIONAL SHOW
Reserve Champion Yearling Heifer**

Thank You!

**777 Farms, Magnolia, Ark.
for your purchase of our
STAR 5 lot at the
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REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

FEBRUARY 2017

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	52	8	6	11
2	102	4	1	43
3	26	10	0	19
4	85	22	7	17
5	30	4	0	8
6	35	1	3	23

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	16	1	0	4
2	1	0	0	1
3	2	0	0	5
4	0	0	0	0
5	8	0	0	0

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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Phone: (361) 592-9357 • Fax: (361) 592-8572

SANTA GERTRUDIS *Juniors*

By Taylor Hampton, District 5 Representative



Hello all. My name is Taylor Hampton, and I'm from California, Mo.

As spring arrives each year, I begin to get excited because the National Junior Santa Gertrudis Show (NJSQS) is right around the corner. This year, however, I am especially looking forward to the NJSQS, as history will be made. For the first time in Santa Gertrudis history, junior members will be allowed to exhibit bulls, showcasing the level of high-quality improvement the Santa Gertrudis breed has made throughout the years. For many years, juniors have continued to improve the quality of females within the breed. Now, it is our turn to show the cattle industry that the bulls we produce can compete with the best and fulfill their duties not only in the show ring but in production as well.

After enjoying a week of fun with friends, making memories with family and showing those red cattle, the excitement continues with GOALS, which will now be on the minds of

SANTA GERTRUDIS *Calendar*

MARCH

- 30-April 1** Corazon Pitchford Cattle Co. "The Rose Ceremony" Online Heifer Sale
30-April 1 SGBI Annual Meeting, Tyler, Texas

APRIL

- 2** Corazon Pitchford Cattle Co. Elite Herd Sire Sale, Athens, Texas
8 Red Doc Farm Red Hot Bull Sale, Bosque, N.M.
8 Rocky Mountain Santa Gertrudis Association Runoff Sale, Bosque, N.M.
29 Crimson Classic Sale, Cullman, Ala.

MAY

- 13** Breeders of the Carolinas Sale, Chester, S.C.

JUNE

- 10-17** Bells and Bulls on the Bayou National Junior Santa Gertrudis Show, Lake Charles, La.

JULY

- 14-15** Kentucky National Show & Sale, Bowling Green, Ky.
23-27 GOALS Conference, Nashville, Tenn.

SEPTEMBER

- 30** Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.

OCTOBER

- 1** Arkoma Santa Gertrudis Association Show, Tulsa, Okla.

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Kody Franke, Bloomington, Texas
 Chris Granhold, Katy, Texas
 Swannerosa Ranch, Bill Swann,
 Lampasas, Texas

Junior Members

Blake Creasser, Fairchild, Texas
 Mikayla Alcorn, Santa Fe, Texas
 Whitnee Green, New Boston, Texas
 Bo Jones, Lake City, Fla.
 Hagan Sebesta, Snook, Texas

many juniors. Not only is it time for fun and games, but leadership skills will be acquired and many friendships will be formed. In 2017, Santa Gertrudis juniors will become leaders in Music City, Nashville, Tenn. For those who desire to obtain leadership skills, meet and interact with other junior members and have a good time, GOALS is a must-attend experience that each junior will remember in the years to come. I look forward to seeing everyone at the 2017 National Junior Santa Gertrudis Show or GOALS, or both, and I encourage all active and junior members to get involved in the endless opportunities the Santa Gertrudis breed has to offer. 🐄

NEW CAMPAIGN SUPPORTS SANTA GERTRUDIS FOUNDATIONS

By Jessie Topp-Becker, Managing Editor

In an effort to support the future of the Santa Gertrudis breed, the National Santa Gertrudis Youth Foundation and the Santa Gertrudis Foundation have come together to launch a new campaign – **Every Cow Has a Legacy.**

This fundraising project allows breeders to donate proceeds of their cull cows to support the foundations. “This program provides an opportunity to honor those cows, while simultaneously supporting the future of the breed,” says Paul Burroughs, National Santa Gertrudis Youth Foundation chair.

One of the unique aspects of this campaign is that all breeders can be involved. “We all treasure the contributions our cows make to our breeding programs. To know that these females can also contribute to the foundations makes them even more special,” says Burroughs. “As members of the breed, we all need to participate in its future. Donating a cull cow is a step every breeder, large and small, can do,” he adds.

The idea of donating cattle to support causes isn’t new, and Burroughs says it is the inspiration for the campaign. “Ranchers have historically donated cattle to support causes. This seemed like a perfect way to get our breeders to honor these cows by letting them continue to support the future of the breed.”

Breeders can designate the funds from their cull cows for education, youth or research; they can also make an unrestricted contribution to the foundation. Burroughs says donating cull cow proceeds to the campaign is an easy way to ensure the future success of the Santa Gertrudis breed.

“The success or failure of this breed rests solely on us as breeders and what we do for ourselves, not what the world does to us.”

Making a contribution to the campaign is simple, Burroughs explains. Simply mail the proceeds of your cull cows to the foundation or ask your livestock market to make the check payable to the Santa Gertrudis Foundation and mail it to the SGBI office.

For additional details on this campaign, please contact John Ford, SGBI executive director, at (361) 592-9357 or jford@santagertrudis.com. 📧

SANTA GERTRUDIS SALE *Reports*

BANNERS & BUCKLES PROSPECT SALE

FEB. 10, 2017 | JACKSON, MISS.

SALE AVERAGES

25 Lots	\$4,910	4 Bulls	\$5,225
18 Open Heifers	\$5,255	3 STAR 5 Open Heifers	\$2,400

The Banners and Buckles Prospect Sale took place at the Dixie National Livestock Show. The auctioneer was Jarvene Shackelford and the sale committee included Darren Richmond, David Alderson, Chad Daniel and Jason Heath. The high-selling open heifer was consigned by Corazon Pitchford Cattle Co., Athens, Texas, and was sold to Grandview Farm/Tinney Farm, Hanceville, Ala. for \$9,750. The high-selling bull was consigned by Rolling Oaks Farm, Carson Priddle, Doniphan, Mo., and was sold for \$9,000 to Missouri Meadows Farm, Hughesville, Mo. The high-selling STAR 5 open heifer was consigned by Crosswinds Ranch, Keller, Texas, and was sold to Kylie Edwards, New Boston, Texas for \$2,600. Other high-selling lots included an open heifer consigned by 777 Farms, Magnolia, Ark. that was sold to Myers Cattle and Land and M Rock Farm, Texarkana, Texas for \$9,500. An open heifer was consigned by Corazon Pitchford Cattle Co., Athens, Texas, and was sold to Townsend Cattle Co., Louise, Texas for \$9,100. 📧



Buyers and consignors from the Banners and Buckles Prospect Sale are, left to right, Connie and Darrell Roach, Gerald and Carson Priddle, Arlin Taylor, Retha Tinney, Delmo Payne, Brent Shaw, Matt Nichols, Tim Lockhart and Darrell Pitchford.

2017 NATIONAL SHOW



Gene McCarter presents Debbie Butt and family with a check for \$1,640 raised by the SGBI Shows and Exhibits Committee for the ABBA Junior Association Joe Butt Scholarship.



Gene McCarter presents Darren Richmond with the 2017 SGBI Sportsmanship Award.

SANTA GERTRUDIS *Production*

A VISUAL PREGNANCY TEST?

By Randy L. Stanko, Ph.D., Texas A&M University-Kingsville



"Yes, Virginia, there is a Santa Claus."

Last summer, IDEXX Laboratories (Westbrook, Mass.) introduced a visual, chute-side, pregnancy test kit (<https://www.idexx.com/live-stock-poultry/ruminant/lpd-bovine-pregnancy-test.html>), and the better news is that this kit is now on sale as an encouragement for beef and dairy producer adoption. For \$299, the purchaser will receive 192 pregnancy tests, a wash bottle,

an accurate pipette, a plate cover, a workstation, four reagents, positive/negative controls and a wall poster with step-by-step procedures. If you purchase the kit soon, you will also receive \$120 worth of supplies (200 blood collection tubes, 200 blood collection needles and 10 collection needle hubs) at no cost. Please give IDEXX a call (1-800-548-9997) if you are interested.

This test kit detects the presence of pregnancy-associated glycoproteins (PAGs) in the female's blood. These proteins are produced only by cells that form the placental wall of cattle, sheep, goats and bison. Yes, if you also raise sheep, goats or bison, you should know that the test will work on those species as well.

The pregnancy test kit will detect a pregnancy as early as 28 days post-breeding. To perform the test, you will need to collect a single blood sample from each female. Blood samples can be taken from the jugular or tail vein. Blood collection tubes hold a vacuum, and blood collection needles are beveled on both ends. One end of the needle is punctured into the vein and then the other end of the needle is placed through the blood tube rubber stopper. This specific procedure connects blood tube to cow, and the vacuum pulls blood into the collection tube. IDEXX recommends running pregnancy tests in groups of no more than 30 head. You may run the test with fewer than 30 blood samples, but you will have wasted the unused test well, which comes in rows of eight.

A specific amount (0.1 mL) of whole blood, serum or plasma is added to each test well (one per cow). In addition, the kit uses a positive and negative control solution, one well for each. Each test well in the kit will next receive three drops of reagent No. 1 and then be covered and allowed to sit for seven minutes (64°F-79°F). Then all wells are to be washed with distilled water (three times). These procedures

are repeated two more times, using reagent No. 2 and then No. 3. Finally, you are to add reagent No. 4 and then visually read the results compared to positive/negative control. Thus, in about 30 minutes, you will have pregnancy results on 30 head of females without the need for any additional equipment other than a barn office or tack room.

This test by no means replaces an experienced veterinarian's gloved arm, but it is accurate and reliable. In fact, IDEXX recommends confirmation of pregnancy by rectal palpation or ultrasound between days 45 to 60 of gestation. This

recommendation is made because implantation of the bovine embryo occurs between days 30 and 45 of gestation. Implantation is the process in which the embryo physically and physiologically makes intimate contact with the uterus. However, the ruminant placenta, and associated PAGs, will begin formation prior to day 28 of gestation, and their presence is detectable by day 28. The purpose of implantation is to bring the maternal blood supply into contact with the developing embryonic blood vessels. An increase in blood vessel permeability at specific locations allows for the exchange of nutrients, gases and waste products between cow and calf.

In mice and humans, implantation occurs on day 4 and day 9, respectively, post-mating. However, in cattle, the embryo remains in the uterine cavity longer than that of most mammals and only loosely attaches to the uterine wall while the placenta is formed and the embryo elongates. By day 33 post-mating, the fetal membranes have formed a fragile attachment with two to four cotyledons of the placenta; within a few more days, maternal caruncles and fetal cotyledons will become intimately attached so that the embryo is being completely nourished through the cotyledons. If you have ever been present at calving and picked up a placenta, you will have seen those cotyledons. I tell my students that they look like large pepperoni slices.

Implantation timing is critical for maintaining a pregnancy. Cows that lose embryos at this time will return to estrus approximately 40 to 42 days (two estrous cycle equivalents) after mating. Therefore, if you use the IDEXX kit on days 28 to 33 of gestation, it would be prudent to have those pregnancies re-checked between days 45 to 60 (or longer) of gestation. On the other hand, you could use the test kit after day 45 of gestation with increased confidence. Management of open versus bred females, early on, can result in cost savings or extra dollars in your pocket. Now we have technology that makes our female management much easier. 🐄



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SGBI Herd #621, established 1954



YANCEY STRAIT

Prepares to Lead SGBI

By Jessie Topp-Becker, Managing Editor

Yancey Strait, incoming SGBI president, is no stranger to Santa Gertrudis cattle, the association or its members.

The Strait family's involvement with the breed dates back to 1951, when Yancey's great-grandfather, Y.C. Strait, joined SGBI and obtained herd number 435. The elder Strait was also a charter member of the South Texas Santa Gertrudis Affiliate. Today, Yancey is involved in his family's cattle operation, Strait Ranches, which is headquartered

in Carrizo Springs, Texas. He lives in Prosper, Texas with his wife, Heather, and two daughters, Avery (8) and Arden (6).

"For over 60 years, the Santa Gertrudis cow has been the backbone of our cattle operation," Yancey says. "Our primary focus is on raising performance-oriented Santa Gertrudis beef cattle with phenotype." He explains that the efficiency, hardiness and longevity of Santa Gertrudis cattle has played a key role in his family's cattle operation.

The use of genetic and performance evaluation tools has been vital to further their operation's productivity and profitability. "We currently gain test our bulls, scan all of our yearlings and collect DNA to assist with identifying top-performing animals in our herd."

According to Yancey, the use of genetic tools has assisted their operation in selection. "We are no longer simply selecting an animal that is structurally correct, moderate and clean, with eye appeal. We are selecting an animal that has proven carcass value and growth backed by years of data and DNA collection. Today, we can identify and eliminate the genetic lines in our herd that do not positively impact value, thereby improving long-term profitability."

TOP: Santa Gertrudis cattle have been the backbone of the cattle operation at Strait Ranches for more than 60 years.

LEFT: Yancey, along with his wife, Heather, and two daughters, Avery and Arden, own Strait Ranches, which is headquartered in Carrizo Springs, Texas.

While his family's involvement with the breed can be traced back to the 1950s, Yancey's began as a member of the National Junior Santa Gertrudis Association (NJSGA). He joined after catching a calf in the San Antonio Livestock Show and Rodeo Calf Scramble, and the rest is history. "I initially joined the association in order to show my scramble heifer and then became involved in numerous junior activities," he says. Yancey served on the NJSGA Board of Directors and also served as president of the junior association.

After serving as an active member of the NJSGA, Yancey went on to be actively involved with SGBI. He has served on a variety of committees, including Marketing, Finance, Breed Standards, Research and Education and Performance. Currently, he serves as vice president of Breed Improvement.

Yancey continues to carry on his family's tradition of raising Santa Gertrudis cattle because he believes in the versatility of Santa Gertrudis cattle. "Modern Santa Gertrudis cattle can certainly have it all – fertility, efficiency, functionality, gain ability and carcass quality."

Involvement with SGBI remains a priority for Yancey. "My greatest interest is in raising fertile, functional and efficient beef cattle, but I realize that as an association of breeders we must remain focused on genetically advancing, improving and marketing our breed. As progressive Santa Gertrudis breeders,

CONTINUED ON PAGE 21 »



JUST DOIN' HER JOB



Alexander Amy 046/0

Amy 046/0 is one of our TOP producers – in the pasture and as a donor in our ET program. The calves shown below are examples of the job she's doing for us.

CB Bear's Amy 516



CB Bear's Amy 516 won her class at the 2016 NJSGHS in Tampa, Fla., shown by Emmalee Taylor.

CB Grizzly's Amy 627



CB Grizzly's Amy 627 is an ET daughter and will be shown at the 2017 NJSGS in Lake Charles, La. by McRae Clay.

CB Cimarron's Amy 655



CB Cimarron's Amy 655 is her 2016 fall calf. You can see her with her dam at Cotton Branch Plantation.

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54TH ANNUAL SANTA GERTRUDIS 2017 NATIONAL SHOW

AT THE DIXIE NATIONAL LIVESTOCK SHOW
JACKSON, MISS.

FEB. 11, 2017 ♦ JUDGE: DUANE MILLER

The 54th Annual National Santa Gertrudis Show was held in conjunction with the Dixie National Livestock Show and Rodeo in Jackson, Miss. Santa Gertrudis cattle from across the country competed for the title of National Champion. Here's who took home the honors:

PARADE OF CHAMPIONS



GRAND CHAMPION BULL

Masterpiece 101, shown by Tinney Farms,
Circle A Farm and 777 Farm, Hanceville, Ala.



RESERVE GRAND CHAMPION BULL

Rockin 3T's Syrus 2/5, shown by Colby Threet,
Ennis, Texas



BEST OF POLLED BULL

PC Hemingway 123-4, shown by Hemingway Alliance,
Athens, Texas



CHAMPION BULL CALF

C-P Vegas 295 D5, shown by Casey Pitchford,
Athens, Texas



GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Miss 777 Ariana 452, shown by 777 Farm,
Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

Miss Double TT 545, shown by Randall Strickmeyer,
Verona, Ky.



CHAMPION HEIFER CALF

Miss Double TT Sandy 300, shown by
Gracey Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Miss Double TT 626, shown by Jaycie Heath,
Turners Station, Ky.



RESERVE GRAND CHAMPION STAR 5 FEMALE

Smuckers 310/16, shown by Jenna Fullington,
Terry, Miss.

2017 NATIONAL SHOW DEDICATION

Larry Osborne, Mosby Creek Ranch

Larry G. Osborne was born and raised in Dorton, Ky. His involvement with Santa Gertrudis cattle began in 1992 when he bought his first Santa Gertrudis bull from a neighbor, and the rest is history. Larry is the owner of Mosby Creek Ranch in Sparta, Ky., and he has been a long-time supporter of the Santa Gertrudis breed.

With his son, Todd, and the rest of his family, Larry and the Osbornes are one of the most active families in the breed. Larry is an instrumental member of the District 6 Santa Gertrudis Association. He helps organize and plan the annual District 6 Show and Sale, where juniors from all across the country come to compete for prizes. Larry has also been a long-time member and supporter of the Polled Santa Gertrudis Association, serving two terms as the association's president and five terms as secretary/treasurer.

Larry and his family also have been very successful in the show ring, exhibiting multiple National Champions and SGBI high-point winners, including OU Super Star, Kentucky Star, OLC Troubadour and OLC Rosie. Larry is very active in breed events on a regional and national level, including state fairs and affiliate sales. He currently serves on the SGBI Board of Directors and has previously served three terms on the SGBI Board. He has been an instrumental Board member during these past few years when SGBI has made great strides.

Larry has been a great ambassador of the Santa Gertrudis breed, traveling many miles to shows, sales and meetings. The Osborne family is a strong supporter of the Santa Gertrudis breed and promotes the breed while exhibiting cattle across the country.

The Santa Gertrudis breed and the SGBI Shows & Exhibits Committee are proud to dedicate the 2017 National Show to Larry Osborne, a true friend of our breed. 🐾



ANOTHER GREAT NATIONAL SHOW!

2017 NATIONAL YEARLING CHAMPION & RESERVE NATIONAL CHAMPION FEMALE

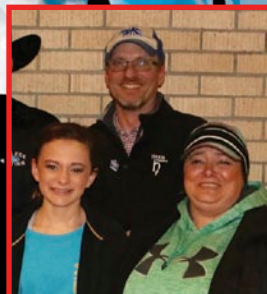
Dixie National Livestock Show

MISS DOUBLE TT 545



STRICKO RANCH

Rob, Randall, Judy & Joe Strickmeyer
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Jason Heath, Manager



A big thank you to Karli Buggs, Carthage, Mo. for purchasing our Premier Cowtown Elite Sale consignment!



Thank you also to Landon Stem and Double TT Ranch for purchasing our Banners & Buckles Sale consignments.

2017 NATIONAL SHOW

CLASS WINNERS

EARLY SUMMER HEIFER CALF

1. C-P Miss Vegas 295D4, shown by Gracey Pitchford, Athens, Texas
2. Miss Double TT 1762, shown by M Rock Farm, Texarkana, Texas

LATE JUNIOR HEIFER CALF

1. C-P Ms. 2022 017/9 D8, shown by Morgan Barrow Bennett, Edmond, Okla.
2. Top Self FC CeCe, shown by Top Self Cattle Co., California, Mo.

EARLY JUNIOR HEIFER CALF

1. C-P Miss Vegas 017/D4, shown by Patrick Daniel, Magnolia, Ark.
2. Rockin 3T's Riley 1/G, shown by Justin Spaniel, Ennis, Texas

LATE SENIOR HEIFER CALF

1. Miss Illusion 1102/115, shown by Karli Buggs, Carthage, Mo.
2. WRF Dinni, shown by Luke Chastain, Talking Rock, Ga.

EARLY SENIOR HEIFER CALF

1. Miss Double TT Sandy 300, shown by Gracey Pitchford, Athens, Texas
2. Miss Tabbie Kat, shown by Morgan Barrow Bennett, Edmond, Okla.



CHAMPION HEIFER CALF

Miss Double TT Sandy 300, shown by Gracey Pitchford, Athens, Texas

RESERVE CHAMPION HEIFER CALF

C-P Ms. 2022 017/9 D8, shown by Morgan Barrow Bennett, Edmond, Okla.

LATE SUMMER YEARLING HEIFER

1. Miss Maggie 73/15, shown by Karli Buggs, Carthage, Mo.
2. RS PopTart, shown by Jaycie/Cody Heath, Turners Station, Ky.

EARLY SUMMER YEARLING HEIFER

1. Miss 777 552, shown by Patrick Daniel, Magnolia, Ark.
2. Myers 15/76, shown by Carley Morgan, Portia, Ark.

LATE JUNIOR YEARLING HEIFER

1. Flashy 547, shown by Woman Hollerin Ranch, Brookshire, Texas
2. Townsend 0515, shown by Townsend Cattle Co., Louise, Texas

EARLY JUNIOR YEARLING HEIFER

1. Miss Double TT 545, shown by Randall Strickmeyer, Verona, Ky.
2. Sunni Madam Roz, shown by Ralph Austin, Bonham, Texas

CHAMPION YEARLING HEIFER

Miss Double TT 545, shown by Randall Strickmeyer, Verona, Ky.

RESERVE CHAMPION YEARLING HEIFER

Miss Maggie 73/15, shown by Karli Buggs, Carthage, Mo.

LATE SENIOR YEARLING HEIFER

1. JF Swoosh Sugar, shown by J.D. Chism, Pontotoc, Miss.

EARLY SENIOR YEARLING HEIFER

1. Klassy's Pretty Lady, shown by Hollyann Roach, Keller, Texas
2. Sweet Mustard 4169, shown by Woman Hollerin Ranch, Brookshire, Texas

LATE TWO-YEAR-OLD HEIFER

1. Miss 777 Ariana 452, shown by 777 Farm, Magnolia, Ark.
2. Myers 14/10, shown by Britney Shields, La Russell, Mo.



CHAMPION SENIOR FEMALE

Miss 777 Ariana 452, shown by 777 Farm, Magnolia, Ark.

RESERVE CHAMPION SENIOR FEMALE

Myers 14/10, shown by Britney Shields, La Russell, Mo.

GRAND CHAMPION FEMALE

Miss 777 Ariana 452, shown by 777 Farm, Magnolia, Ark.

RESERVE GRAND CHAMPION FEMALE

Miss Double TT 545, shown by Randall Strickmeyer, Verona, Ky.

BEST OF POLLED FEMALE

Miss 777 Ariana 452, shown by 777 Farm, Magnolia, Ark.

EARLY SUMMER BULL CALF

1. SF Arke, shown by J.D. Chism, Pontotoc, Miss.
2. OLC Cracker Jack, owned by Dalton Osborne, Lathrop, Mo.

LATE JUNIOR BULL CALF

1. C-P Vegas 295 D5, shown by Casey Pitchford, Athens, Texas
2. Rolling Oaks Grover, shown by Carson Priddle, Doniphan, Mo.

EARLY JUNIOR BULL CALF

1. All In 7/6, shown by Quail Valley Farm, Oneonta, Ala.
2. FC Big Time, shown by Flying C Ranch, Searcy, Ark.

LATE SENIOR BULL CALF

1. FC Firecracker, shown by Flying C Ranch, Searcy, Ark.
2. CSC Mr. Boo Boo, shown by Carley Morgan, Portia, Ark.

EARLY SENIOR BULL CALF

1. C-P Copperhead 9155C4, shown by Southern Cattle Co., Marianna, Fla.
2. SF Sniper, shown by Britney Shields, La Russell, Mo.

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2016-2017 SGBI HIGH POINT YEARLING BULL

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His dam is Miss Yancy 60/3, the 2015 NISGHS Grand Champion Female.

Miss Yancy 60/3 is in our elite collection of donor cows.



MISS YANCY 60/3

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HARCO 1256

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CHAMPION BULL CALF

C-P Vegas 295 D5, shown by Casey Pitchford,
Athens, Texas

RESERVE CHAMPION BULL CALF

All In 7/6, shown by Quail Valley Farm, Oneonta, Ala.

EARLY SUMMER YEARLING BULL

1. Windcrest 17/5, shown by Windcrest Farm,
Leitchfield, Ky.

LATE JUNIOR YEARLING BULL

1. Rockin 3T's Syrus 2/5, shown by Colby Threet,
Ennis, Texas
2. Clancy, shown by Quail Valley Farm, Oneonta, Ala.

EARLY JUNIOR YEARLING BULL

1. Harris 11/5 Icon, shown by Randall Strickmeyer,
Verona, Ky.
2. RSR Spectre 007, shown by Stroman Cattle Co.,
College Station, Texas

CHAMPION YEARLING BULL

Rockin 3T's Syrus 2/5, shown by Colby Threet,
Ennis, Texas

RESERVE CHAMPION YEARLING BULL

Clancy, shown by Quail Valley Farm, Oneonta, Ala.



LATE SENIOR YEARLING BULL

1. Danrick's Hotcher, shown by Nathan Daniel,
Marquez, Texas
2. PC Hemingway 123-4, shown by
Hemingway Alliance, Athens, Texas

LATE TWO-YEAR-OLD BULL

1. Masterpiece 101, shown by Tinney Farms,
Circle A Farm and Triple 777 Farm, Hanceville, Ala.

EARLY TWO-YEAR-OLD BULL

1. 5 Bar E 12 Gauge 12, shown by 5 Bar E Farm,
Altha, Fla.

AGED BULL

1. Mr. Double TT Omaha, shown by Stroman Cattle Co.,
College Station, Texas
2. Wood 8/13, shown by Ronald Wood, Benson, N.C.

CHAMPION SENIOR BULL

Masterpiece 101, shown by Tinney Farms,
Circle A Farm and 777 Farm, Hanceville, Ala.

RESERVE CHAMPION SENIOR BULL

Danrick's Hotcher, shown by Nathan Daniel,
Marquez, Texas

GRAND CHAMPION BULL

Masterpiece 101, show by Tinney Farms, Circle A Farm
and 777 Farm, Hanceville, Ala.

RESERVE GRAND CHAMPION BULL

Rockin 3T's Syrus 2/5, show by Colby Threet,
Ennis, Texas

PRODUCE-OF-DAM

(2 OFFSPRING, 1 COW)

1. Harris Farms 017/9, shown by
Morgan Barrow Bennett, Edmond, Okla.
2. Gray Oaks 901, shown by 777 Farm, Magnolia, Ark.

GET-OF-SIRE

(3 ANIMALS, 1 SIRE, 2 DAMS, BOTH SEXES)

1. SJ High Roller, shown by 777 Farm,
Magnolia, Ark.
2. 777 Vegas 411, shown by
Corazon Pitchford Cattle Co., Athens, Texas

STAR 5 FEMALES

(BORN SEPT. 1, 2015 & AFTER)

1. Miss Double TT 626, shown by Jaycie Heath,
Turners Station, Ky.

STAR 5 FEMALES

(BORN IN 2014)

1. CWR Brick House, shown by Crosswinds Ranch,
Keller, Texas

GRAND CHAMPION STAR 5 FEMALE

Miss Double TT 626, shown by Jaycie Heath,
Turners Station, Ky.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Smuckers 310/16, shown by Jenna Fullington,
Terry, Miss.



2017 NATIONAL SHOW

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DMC Farm

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Townsend Cattle Co.

*Special thanks to Greg Young and the
Dixie National Livestock Show!*

YANCEY STRAIT CONTINUED FROM PAGE 14

we must all participate and contribute to this cause."

With breeders all across the country, Yancey understands that each operation has individual goals as they strive to produce Santa Gertrudis cattle that meet the needs of their buyers and consumers. "I firmly believe that we provide a unique animal to the beef industry that can grade and grow while also maintaining strong maternal traits and having the ability to thrive in some of the harshest environments." He says Santa Gertrudis breeders need to remain committed to raising efficient, functional cattle. "As breeders, we must continually seek improvement and actively cull cattle that don't meet our standards. Our cattle feature tremendous growth and this is certainly a trait that provides value to the breeders and buyers of our cattle."

As he prepares to lead SGBI and its members, Yancey says his goals for the association are similar to the goals he has as a Santa Gertrudis breeder: to continually improve the quality of our cattle offered for sale, increase demand for our cattle by providing data to our consumers that proves value, develop

I firmly believe that we provide a unique animal to the beef industry that can grade and grow while also maintaining strong maternal traits and having the ability to thrive in some of the harshest environments.

— Yancey Strait

new marketing opportunities and increase collaboration efforts between breeders.

The recent increase in demand for Santa Gertrudis cattle has created a lot of excitement for Santa Gertrudis breeders, including Yancey. "Our breeders, Board of Directors and executive director have proven to be progressive in addressing the demands of the beef industry."

As he leads the association in the coming year, Yancey says he is excited to help spur the growth of the breed. "As an association of breeders, we must continue to prove to commercial cattle producers that we are serious about solidifying our place in the industry. I believe this can be accomplished through continuous improvement of our cattle and a combination of research, performance and marketing activities." 🐄



SR 75/3 is one of Strait Ranches' two key herd sires.

SANTA GERTRUDIS *Commercial Corner*

CATTLEFAX GIVES 2017 INDUSTRY OUTLOOK

By Lisa Bard, Editor

For many, one of the highlights at the Cattle Industry Convention, held in Nashville, Tenn. in early February, is the annual CattleFax Industry Outlook. A team of very talented, experienced and knowledgeable folks give their educated and informed thoughts on where the industry will go in the coming year. It is a very comprehensive and yet straightforward outlook at the factors that affect our industry, including segments on weather, grain and energy, global protein trade, cattle inventory and meat production, beef demand and leverage, and price. They summarize all these with a report on industry changes, challenges and strategies. Many in the industry look to what these experts predict to help them make informed decisions in the coming year.

In the opening Executive Summary segment, CattleFax CEO Randy Blach said that after a volatile year, stability is returning to global commodity markets, at least for the time being.

"After the ag market shocks of the past year and an approximate correction of 50 percent in all commodity markets, prices are beginning to stabilize," Blach said. "That doesn't mean that we're past this, or that prices have bottomed, but on a global basis, we're not likely to see as much volatility during the year ahead."

He said the industry continues to become more current in its marketings and cattle feeders are seeing a return to profitability, the first step in helping to stabilize prices for cow-calf and stocker operations.

Blach said that in the near term, capacity is going to continue to be a significant issue for packing companies in both the beef and pork sectors. A shortage of available labor and an increase in protein production in beef, pork and poultry will continue to keep the packing sector in the driver's seat during the year ahead.

"With limited processing capacity, the leverage shift in the marketplace will continue toward the packing, retail and foodservice segments for the time being," Blach said.

During 2017 and beyond, margins are likely to tighten for cow-calf producers, with more stability but also an expectation for lower highs and lower lows. CattleFax analysts noted that the cow-calf sector will shift focus to finding efficiencies, reducing cow costs and improving productivity to remain profitable. Analysts estimated 2017 price expectations for 550-pound steers at \$150 per hundred-weight (cwt.) with a range of \$130-\$170/cwt., while 750-pound steers will aver-

age \$130/cwt. with a range from \$120-\$140 during the year ahead.

Blach reported that the historical cattle cycle remains intact, although the price break experienced in 2016 was the fastest and deepest of any in recent history.

"Even with the rapid growth in the U.S. cow herd, numbers are expected to continue higher for the next two-to-three years," said CattleFax Senior Analyst Kevin Good. "Absolute price lows likely will not be realized until that period of increasing cow herd numbers is behind us."

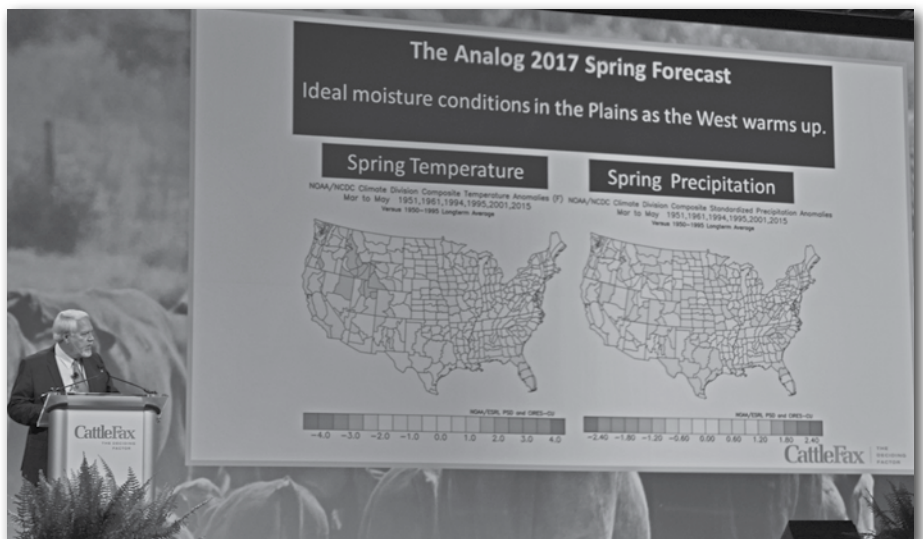
During 2017 and beyond, margins are likely to tighten for cow-calf producers, with more stability but also an expectation for lower highs and lower lows.

Good echoed the expectation for prices to stabilize during 2017, making price and production risk management an easier task for producers. He said fed steer prices will average \$110/cwt. with a range of \$98-\$124/cwt. and the composite Choice cutout will trade from \$168 to \$204/cwt. with a 2017 average price of \$185/cwt. for the year. Grain prices have also stabilized and corn is projected to trade from \$2.90-\$3.95 per bushel with an average of \$3.45 per bushel.

Weather

Meteorologist Art Douglas, professor emeritus at Creighton University, said the signs of a return to El Nino conditions

CONTINUED ON PAGE 25 »



Meteorologist Art Douglas, professor emeritus at Creighton University, gives a weather outlook at the CattleFax Industry Outlook at the recent Cattle Industry Convention in Nashville, Tenn

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are already becoming apparent in the Pacific Ocean, which bodes well for portions of the country. He stated that the 2014-2016 El Nino ended abruptly last April but that weak La Nina conditions developed in the summer – allowing the southeast drought to persist into fall of 2016.

Due to cooled waters in the eastern North Pacific, high pressure ridging off the coast was promoted and continued through the spring, transitioning the abundant rainfall pattern in the West to a drier pattern into spring. While the North Pacific switched to a La Nina-weather pattern, the equator has started to show signs of warming again. Models forecast equatorial warming into summer, with weak El Nino conditions by June. A warming equator going into the summer favors a wetter Midwest. Current cooling along the West Coast favors a drier pattern in the U.S. midsection.

“The upcoming spring forecast calls for improved moisture from Texas to Minnesota and this will be an ideal setup for spring wheat. The drought in the Southeast will be retracting in the spring while a drier spring weather pattern is forecast for the northern Rockies. Persistent high-pressure ridging will keep the western third of the country warmer than normal in the spring and the dry areas of the far Southeast will also be warmer than normal,” Douglas said. “Temperatures will be cooler than normal through the Corn Belt in the spring and with wet weather forecast for the western Corn Belt, there could be problems with field work and spring planting.”

He said the upcoming summer is expected to follow the typical pattern observed with developing El Nino events.

“Midwest summer temperatures will be near to slightly below normal. A persistent trough of low pressure is forecast to persist through the Mississippi Valley through the summer and this will favor cooler than normal temperatures in the plains and above normal precipitation from the Gulf Coast to the mid-Mississippi Valley and Ohio Valley as well as the Southeast,” Douglas said. “The summer monsoon in the Southwest is likely to be weak as the monsoon high pressure struggles to become established in the plains. The Northwest is expected to have a warmer- and drier-than-normal summer due to persistent high-pressure ridging.”

Changes, Challenges and Strategies

According to CattleFax experts, the challenges to the beef and cattle markets remain the same – growing protein supplies, relatively stagnant consumer incomes and ever-changing global markets. Producers should recognize how these factors will influence the industry and take steps now to make sure operations survive and even flourish through this turn in the cattle cycle. 🐄



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TG Bevy 417, shown by Kali Kimble,
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